

June 3, 2020

Mayor Christine Lundberg
Springfield City Council
225 N. 5th St

Springfield, OR 87477

Dear Mayor and Council:

This letter is in support of the request from TrackTown USA for financial support for the 2020 U.S. Olympic Team Trials – Track & Field.

Hosting prestigious, large, and visible Olympic Team Trials events in 2008, 2012 and 2016 has created a positive reputation for our area that assists Travel Lane County and the broader community in securing other sporting events and conventions. Continuing that event hosting excellence is important in preparing our community for Oregon21 and maintaining a high level of confidence in us by athletes, media, and track spectators worldwide.

2020 will mark the first time that the Olympic Team Trials – Track & Field will return to the same area for a fourth consecutive time, allowing us to make history as an event destination. And, TrackTown20 will be one of the first events held in the brand-new world-class Hayward Field venue. Interest in the venue itself, arguably the finest track-only venue in the world upon its opening in 2020, will be at a peak and sure to generate extra media exposure.

The Olympic Trials has a \$10 million operating budget, with two-thirds of the revenue coming from ticket sales and one-third of the revenue from important public and private partnerships. Returns generated on public investment include direct spending in the local economy associated with these events. Also important is their role in securing an array of events that generate economic impact year in and year out that do not require public financial support but generate substantial visitor spending in the local economy.

In 2012 and 2016, visitors from outside the immediate area purchased 70% of the tickets to the Olympic Trials, generating more than \$30 million in estimated spending locally. Residents purchasing tickets generated an additional \$3.9 million in spending associated with attending the Trials. Spending associated with the Festival as well as Hammertime on the Nike campus in 2012 and the Racewalk in Salem in 2016 brought total estimated economic impact from each of the 2012 and 2016 Trials to \$37 million.

An estimated 35,000 hotel room nights were used by 15,000+ visiting participants and spectators over 8-12 day stays in 2012 and 2016. Hotel revenues for Springfield specifically associated with the Trials are difficult to calculate because of changing date sets, but here is what we know:



TRAVEL LANE COUNTY
EUGENE, CASCADES & COAST SPORTS

In 2008, the dates for the Trials were June 27 - July 6. June TRT for Springfield was \$183,427 compared with the prior June's \$151,647. July TRT was \$199,356 compared to the prior July's \$175,347. This was a year in which other destinations were already seeing revenues decline due to the recession.

In 2012, the dates for the Trials were June 22 – July 1. June TRT collected in Springfield was \$271,679, compared to the previous June's \$227,951 – a month in which a U.S. Outdoor Track Championship was held at Hayward.

In 2016, the dates for the Trials were June 30 – July 10. July TRT collected in Springfield was \$406,507, compared to the previous July's \$312,037, an increase of 30%.

Hotel TRT and hotel spending are just one indicator of visitor spending, with food/beverage, retail, motor fuel, and arts/entertainment/recreation all receiving visitor dollars.

Overall, close to \$175 million in estimated spending has been attracted to the local economy in conjunction with track events bid and hosted since 2008. Another \$90 million in future visitor spending is already under contract, with more events anticipated. Our investment in track events over the last decade has been extraordinary. And the returns that have been generated by those investments have been extraordinary.

Requests for public assistance for events, particularly large requests, should be carefully scrutinized and granted only in extraordinary circumstances. TRT is not a rebate for business secured. It is intended to be used as an investment in the future. This is an extraordinary circumstance. And, investment in ensuring excellence in the hosting of Olympic Trials events is an investment in securing future business and cementing our reputation as an event destination.

Travel Lane County encourages the City of Springfield to provide support for the 2020 Olympic Trials. It is a solid investment that will generate an economic return in both TRT and broader spending in the local economy.

Sincerely,

A handwritten signature in black ink, appearing to read "Kari Westlund". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kari Westlund
President & CEO

cc: Gino Grimaldi, City Manager